

Although I think the FCC will ultimately decide to increase the percentage of ownership a company may have in media outlets despite what the vast majority of Americans have been pleading for you to not do, I feel compelled to register my opposition to the measure being voted on. Although you may think that simply because there is more "bandwidth" outlets for media, the reality is that in most towns the public media is actually owned today by only a handful of organizations.

In my community, since the birth of media conglomerates such as "Clear Channel" which makes no attempt to hide the fact that their primary goal is the promotion of their customers advertisements above and beyond the good of the public, it would seem that the FCC has overlooked the fact that there has been a fundamental shift in the priorities of mainstream media outlets. That shift is toward the benefit of their advertisers over that of the public. As a result, the mega media outlets use music and news as something to draw listeners for the purpose of dishing out more and more advertising rather than being focused on the public good and using advertising as a revenue stream to support that cause. So what ultimately happens is you end up with is a fw companies pushing programming that is nothing more than clones of each other that small independent stations simply don't have a chance because advertising dollars are spread so thin so as to cover all of the overly redundant stations out there.

The selection is so bad in Rochester that it is tending to drive people to simply not listening anymore.

Please, I urge you to not cave to the interests of the mega-media companies that clearly have only one goal in mind -more revenue at the expense of the public good. Vote NO to help support competition rather than promote the squelching of small independent stations.

Gary Vedvik